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EXPRESS MAIL CERTIFICATE

Date 12/19/02

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I hereby certify that, on the date indicated above, this paper or fee was deposited with the U.S. Postal Service & that it was addressed for delivery to the Assistant Commissioner for Patents, Washington, DC 20231 by "Express Mail Post Office to Addressee" service.

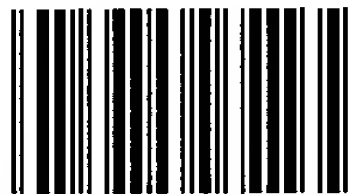
A. Stantini A. Stantini
Name (Print) Signature

PLEASE CHARGE ANY DEFICIENCY UP TO \$300.00 OR CREDIT
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Docket No. 67270H935

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Oren Rosenfeld

Serial No.: 09/714,798

Art Unit: 2876

Filed: November 16, 2000

For: ELECTRONIC SHELF LABEL SYSTEMS AND METHODS

RESPONSE

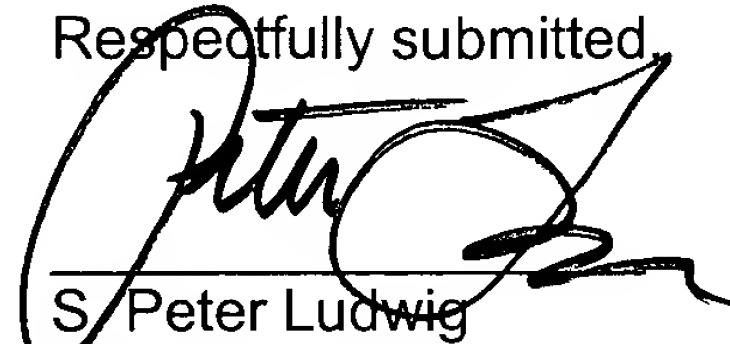
Hon. Commissioner of
Patents and Trademarks
Washington, DC 20231

Sir:

In response to the Requirement for Restriction mailed December 3, 2002,
Applicant hereby elects to prosecute claims to Invention Group II (Figures 1, 6, 10 and
11), drawn to the specifics of an electronic shelf label display for displaying items.
Claims 1-40 and 42-72 read on the elected Invention Group II.

An early and favorable official action on the merits of this application is
earnestly solicited.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Peter Ludwig", written over a horizontal line.

S. Peter Ludwig
Reg. No. 25,351
Attorney for Applicants

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